

Logo Usage Guidelines

THE AMD LIVE!™ LOGO AND LOCKUP



Logo Usage Guidelines

THE AMD LIVE![™] LOGO AND LOCKUP

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AMD LIVE![™] LOGO

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The AMD LIVE!™ Logo and Lockup

THE AMD LIVE!™ LOGO— USAGE GUIDELINES

The following information addresses the correct treatment of the AMD LIVE!™ logo for use on products and in advertising, technical communications, marketing collateral, other printed materials, and Web or other visual materials.

General guidelines

The AMD LIVE!™ logo may only be used in connection with the promotion of the AMD LIVE!™ program and not for other uses. There are two versions of the AMD LIVE!™ logo—spot and grayscale.

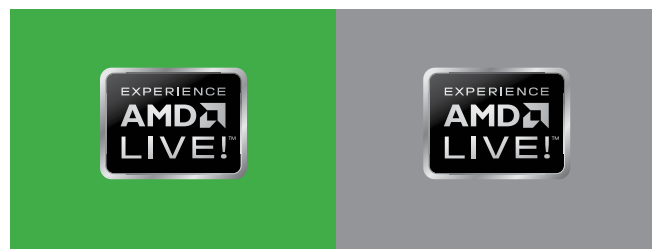
The AMD LIVE!™ logo consists of the "EXPERIENCE" call to action, the AMD brandmark, and the AMD LIVE!™ logotype all positioned within a black and metallic enclosure. Do not modify or re-create the AMD LIVE!™ logo under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

When possible, the following trademark attribution should be used when featuring the AMD LIVE!™ logo:

AMD, the AMD Arrow logo, AMD LIVE!, and combinations thereof are trademarks of Advanced Micro Devices, Inc.

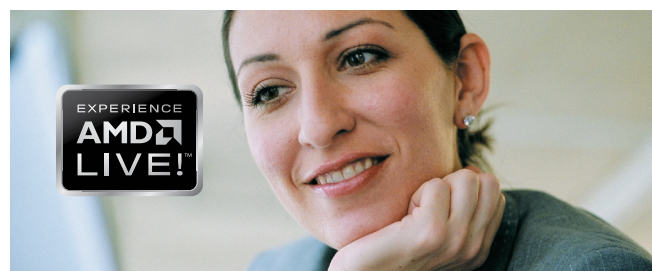


AMD LIVE!™ Logo

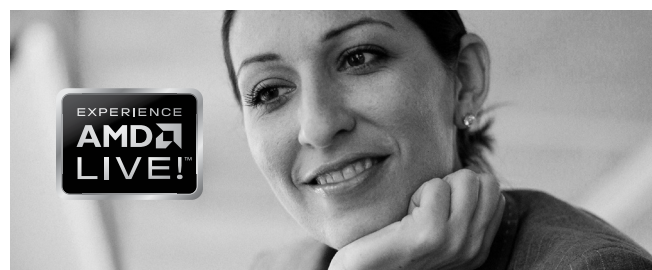


AMD LIVE!™ Logo
over a color background

AMD LIVE!™ Logo
over a color-neutral background



AMD LIVE!™ Logo over color photography



AMD LIVE!™ Logo over black-and-white photography



The AMD LIVE!™ Logo and Lockup

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. #

Platform

Media (E = Electronic, P = Print)

File Format

44181-A_LIVE_Logo_L_E_RGB.png

Size (L = Large, S = Small)

Color Mode (4C = Process, RGB = On screen, Sp = Spot, Wht = White, Blk = Black)



Grayscale



Spot

Listed below are the available formats of the AMD LIVE!™ logo.

44181-A_LIVE_Logo_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

44181-A_LIVE_Logo_P_Gs.eps

Grayscale version for limited color printing

44181-A_LIVE_Logo_E_RGB.eps

RGB version for online or multimedia use

44181-A_LIVE_Logo_L_E_RGB.png

Large version for use in presentations e.g. PowerPoint

44181-A_LIVE_Logo_S_E_RGB.png

Small version for use in presentations e.g. PowerPoint



The AMD LIVE!™ Logo and Lockup

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

The AMD LIVE!™ logo is most effective when surrounded by as much clear space as possible. Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, design features, symbols, company names, products, and/or services. A minimum area demonstrated in the diagram to the right must surround the label in all situations. The clear space area is equal to the width of the AMD Arrow logo.

Minimum size

For print applications, the minimum size requirement for the AMD LIVE!™ logo is .75" (19.05 mm) in width.

For Web purposes, the minimum size requirement for the AMD LIVE!™ logo is 70 pixels in width.

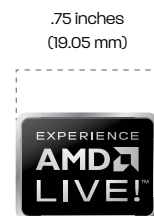
When to use the AMD LIVE!™ lockup

For use in applications where there are challenges related to scale, format, media, or reproduction, an AMD LIVE!™ lockup is available. General lockup usage guidelines are also included in this document.

Clear space requirement



Minimum size requirement



The AMD LIVE!™ Logo and Lockup

COLOR REQUIREMENTS

The diagram to the right identifies the color of each element of the AMD LIVE!™ logo. The color list below will assist in the correct reproduction of the AMD LIVE!™ logo in the most commonly used media formats.

Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

Black = PANTONE Black C (90 tint on gradients)

CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

Black = C0 M0 Y0 K100 (90 tint on gradients)

RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, Web graphics, etc.)

Black = R0 G0 B0 (90 tint on gradients)

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.



The AMD LIVE!™ Logo and Lockup

INCORRECT LOGO USAGE

The examples on the right illustrate common misuses of the AMD LIVE!™ logo. Always use the authorized electronic artwork provided by Advanced Micro Devices, Inc.



DO NOT distort the AMD LIVE!™ logo in any way



DO NOT create other versions of the AMD LIVE!™ logo



DO NOT create spot-color versions of the AMD LIVE!™ logo



DO NOT use just the AMD LIVE!™ logotype



DO NOT alter the color of the AMD LIVE!™ logo



DO NOT add elements to the AMD LIVE!™ logo



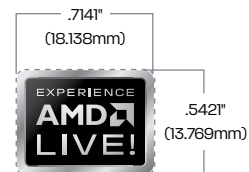
DO NOT position AMD LIVE!™ logo over a busy or inappropriate area of a photographic background



The AMD LIVE!™ Logo and Lockup

BEZEL LABEL GUIDELINES

The example here shows the required dimensions for the bezel label.
Any questions regarding bezel labels should be addressed to the product brand manager.



Bezel
.714" (18.138mm) wide x .542" (13.769mm) tall



The AMD LIVE!™ Logo and Lockup

THE AMD LIVE!™ LOCKUP— FOR UNIQUE APPLICATIONS

Whenever possible, the AMD LIVE!™ logo should be used in all advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

In those unique instances when scale, format, media, or reproduction requirements preclude the use of the logo, the lockup may be used. This scalable system enables easy application to small form factors, environments with space limitations, and limited manufacturing techniques, such as screen printing, laser engraving, embossing, debossing, hot stamping, and embroidery.

For guidelines on using the AMD LIVE!™ lockup on merchandise, contact your brand manager.

General Guidelines

The AMD LIVE!™ lockup may only be used in connection with the promotion of the AMD LIVE!™ program and not for other uses. There are two versions of the AMD LIVE!™ lockup as shown on this page—black and white.

The AMD LIVE!™ lockup consists of the "EXPERIENCE" call to action, the AMD brandmark, and the AMD LIVE!™ logotype. Do not modify or re-create the AMD LIVE!™ lockup under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

When possible, the following trademark attribution should be used when featuring the AMD LIVE!™ lockup:

AMD, the AMD Arrow logo, AMD LIVE!, and combinations thereof are trademarks of Advanced Micro Devices, Inc.



Black

White



White lockup on a color background

Black lockup on a color-neutral background



The AMD LIVE!™ Logo and Lockup

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. # Platform

Media (E = Electronic, P = Print)

File Format

Color Mode

(4C = Process, RGB = On screen, Sp = Spot, Wht = White, Blk = Black)

44182-A_LIVE_Lckp_E_Blk.eps



Listed below are the available formats of the AMD LIVE!™ lockup.

- 44182-A_LIVE_Lckp_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing
- 44182-A_LIVE_Lckp_P_Blk.eps

Black version for limited color printing
- 44182-A_LIVE_Lckp_P_Wht.eps

White version for limited color printing
- 44182-A_LIVE_Lckp_E_Blk.eps

Black version for online or multimedia use
- 44182-A_LIVE_Lckp_E_Wht.eps

White version for online or multimedia use
- 44182-A_LIVE_Lckp_L_E_Blk.png

Large Black version for use in presentations e.g. PowerPoint
- 44182-A_LIVE_Lckp_L_E_Wht.png

Large White version for use in presentations e.g. PowerPoint
- 44182-A_LIVE_Lckp_S_E_Blk.png

Large Black version for use in presentations e.g. PowerPoint
- 44182-A_LIVE_Lckp_S_E_Wht.png

Large White version for use in presentations e.g. PowerPoint



The AMD LIVE!™ Logo and Lockup

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

The AMD LIVE!™ lockup is most effective when surrounded by as much clear space as possible. Clear space is defined as an area that is completely free of other objects or elements, including but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, design features, symbols, company names, products, and/or services. A minimum area demonstrated in the diagram to the right must surround the label in all situations. The clear space area is equal to the width of the AMD Arrow logo.

Minimum size

For print applications, the minimum size requirement for the AMD LIVE!™ lockup is .225" (5.715 mm) tall.

For Web purposes, the minimum size requirement for the AMD LIVE!™ lockup is 70 pixels in width.

Clear space requirement



Minimum size requirement



The AMD LIVE!™ Logo and Lockup

COLOR REQUIREMENTS

The diagram to the right identifies the color of each element of the AMD LIVE!™ lockup. The color list below will assist in the correct reproduction of the AMD LIVE!™ lockup in the most commonly used media formats.

Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

Black = PANTONE Black C

CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

Black = C0 M0 Y0 K100

RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, Web graphics, etc.)

Black = R0 G0 B0

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.



The AMD LIVE!™ Logo and Lockup

INCORRECT LOCKUP USAGE

The examples on the right illustrate common misuses of the AMD LIVE!™ lockup. Always use the authorized electronic artwork provided by Advanced Micro Devices, Inc.



DO NOT distort the
AMD LIVE!™ lockup in any way



DO NOT change the alignment
of the AMD LIVE!™ lockup



DO NOT create spot-color
versions of the AMD LIVE!™ lockup



DO NOT create borders
around the AMD LIVE!™ lockup



DO NOT alter the color
of the AMD LIVE!™ lockup



DO NOT add elements to
the AMD LIVE!™ lockup



DO NOT place the AMD LIVE!™ lockup on top of a photo

